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Substitute for form 1449B/PTO

INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

2

## Complete if Known

Application Number	09/837,377
Filing Date	04/19/2001
First Named Inventor	Mark LANDESMANN
Group Art Unit	2611
Examiner Name	Christopher Grant

Attorney Docket Number 084561-0105

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
JKH	E1	5,277,874		VON KOHOM	07-1993	
	E2	5,249,044		VON KOHOM	09-1993	
	E3	5,285,278		HOLMAN	02-1994	
	E4	5,502,636		CLARKE	03-1996	
	E5	5,642,485		DEATON et al.	06-1997	
	E6	5,327,508		DEATON et al.	07-1997	
	E7	5,644,723		DEATON et al.	07-1997	
	E8	5,724,521		DEDRICK	03-1998	
	E9	5,822,735		De LAPA et al.	10-1998	
	E10	5,884,277		KHOSLA	03-1999	
	E11	5,970,469		SCROGGIE et al.	10-1999	
	E12	6,055,573		GARDENSWARTZ et al.	04-2000	
	E13	6,061,660		EGGLESTON et al.	05-2000	
	E14	6,094,677		CAPEK et al.	07-2000	
	E15	6,185,541		SCROGGIE et al.	02-2001	
	E16	6,298,330		GARDENSWARTZ et al.	10-2001	
	E17	6,317,718		FANO	11-2001	
	E18	6,327,574		KRAMER et al.	12-2001	
	E19	6,332,126		PEIRCE et al.	12-2001	
	E20	2002/0052752		LANDESMANN	05-2002	
	E21	2002/0052779		LANDESMANN	05-2002	
	E22	6,415,262		WALKER et al.	07-2002	
	E23	2004/0039639		WALKER et al.	02-2004	

## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document		Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>3</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)			
KHM	E24	WO	00/62184		NG	10-2000	

## NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
KHM	E25	Bayesian Model Averaging: A Tutorial (with discussion) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002	
KHM	E26	BRIGGS et al., "Advertising on the Web: Is there response before click-through?", Journal of Advertising Research, March/April 1997, pp. 33-45, vol. 37, issue 2, New York.	

Examiner Signature

*K. Landesmann*

Date Considered

9/13/06

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Substitute for form 1449B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	09/837,377
				Filing Date	04/19/2001
				First Named Inventor	Mark LANDESMANN
				Group Art Unit	2611
				Examiner Name	Christopher Grant
Sheet	2	of	2	Attorney Docket Number	084561-0105

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.			
YDL	E27	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.			
YHL	E28	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from <a href="http://www.ipc.on.ca/english/pubpres/papers/datamine.htm">http://www.ipc.on.ca/english/pubpres/papers/datamine.htm</a> , 8/02			
RHM	E29	"Fleet financial banks on data warehouse, Target Marketing, Philadelphia, November 1998.			
DR	E30	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downloaded from <a href="http://home.pacbell.net/webright/personal/acm.text">http://home.pacbell.net/webright/personal/acm.text</a> ,			
JKM	E31	Permission Marketing by Seth Godin, Simon and Schuster, copyright 1999, chapter 10			
JKM	E32	Permission Marketing: the Way to make advertising work again (Interactive Marketing (excerpt from "Permission marketing: Turning Strangers into Friends and Friends into Customers") Dialog # 01777383, File #570, by Hoke Communications Inc., May 199			
JKM	E33	Petition decision on case 09/349,860, mailed to Walker Digital, Stamford CT, on December 29, 2005.			
JKM	E34	Privacy fears raised by DoubleClick database plans By Courtney Macavinta, January 25, 2000, downloaded from <a href="http://news.com.com/2100-1023-236092.html?tag=rn..">http://news.com.com/2100-1023-236092.html?tag=rn..</a> , 08/08/20			
JKM	E35	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000			

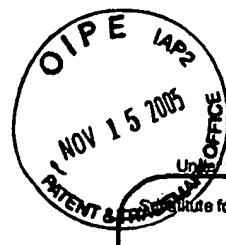
Examiner Signature		Date Considered	9/13/06
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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

*(Use as many sheets as necessary)*

## Sheets

1

61

1

<b>Application Number</b>	09/837,377
<b>Filing Date</b>	4/19/2001
<b>First Named Inventor</b>	Mark Landesmann
<b>Art Unit</b>	3622
<b>Examiner Name</b>	LE, KHANH H
<b>Attorney Docket Number</b>	084561-0105

## **NON PATENT LITERATURE DOCUMENTS**

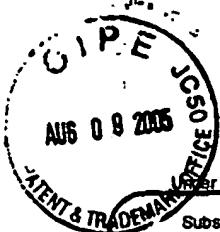
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
fettl	B1	FINAL OFFICE ACTION on Application 10/727,535, with filing date of 12/05/03 and mailing date of office action 09/14/2005	

Examiner Signature		Date Considered	8/16/06
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Substitute for form 1449/PTO

## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

*(Use as many sheets as necessary)*

Sheet 1

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PTO/SB/08A (07-05)

**Complete if Known**

Application Number	09/837,377
Filing Date	4/19/2001
First Named Inventor	Mark Landesmann
Art Unit	2611
Examiner Name	
Attorney Docket Number	084581-0105

**U. S. PATENT DOCUMENTS**

## FOREIGN PATENT DOCUMENTS

Examiner  
Signature

Kepandjik

Date  
Considered

91,3106

**<sup>1</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>2</sup>Applicant's unique citation designation number (optional). <sup>3</sup>See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 801.04. <sup>4</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>5</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>6</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>7</sup>Applicant is to place a check mark here if English language Translation is attached.**

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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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PTO/SB/088 (07-05)  
Approved for use through 07/31/2008. GMB 2051-001

<p><b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b></p> <p><i>(Use as many sheets as necessary)</i></p>				<p>Complete if Known</p>	
Sheet	1	of	1	Application Number	09/837,377
				Filing Date	4/19/2001
				First Named Inventor	Mark Landesmann
				Art Unit	2811
				Examiner Name	
				Attorney Docket Number	084561-0105

#### NON PATENT LITERATURE DOCUMENTS

**Examiner  
Signature**

Elson Sotak

Date  
Considered

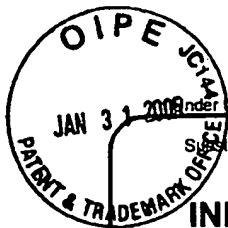
9/13/06

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1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Transcript is to be sent to the Commission.

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AN 3

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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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Sheet 1 of 1

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Application Number	09/837,377
Filing Date	4/19/2001
First Named Inventor	Mark Landesmann
Art Unit	2611
Examiner Name	Saltarelli, Dominic
Attorney Docket Number	084561-0105

**U. S. PATENT DOCUMENTS**

## FOREIGN PATENT DOCUMENTS

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Signature

Chandler

Date  
Considered

9/25/06

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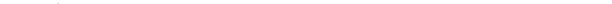
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<p>Substitute for form 1449B/PTO</p> <p><b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b></p> <p>Date Submitted: May 12, 2003</p> <p><i>(use as many sheets as necessary)</i></p>				<p><b>Complete If Known</b></p>	
Sheet	1	of	1	Application Number	09/837,377
				Filing Date	04/19/2001
				First Named Inventor	Mark LANDESMANN
				Group Art Unit	2611
				Examiner Name	Unassigned
				Attorney Docket Number	084561-0105

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>3</sup>

Examiner Signature		Date Considered	9/13/06
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Form PTO-1449 (MODIFIED)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. 084561-0105	SERIAL NO. 09/837,377		
INFORMATION DISCLOSURE CITATION  <i>O I P E (Use several sheets if necessary)</i>		APPLICANT		Mark LANDESMANN			
		FILING DATE		GROUP ART UNIT 2611			
		04/19/2001					
NOV 08 2001 U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF TRADEMARK OFFICE	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
KAL	A1	6,012,051	Jan. 4, 2000	Sammon, Jr. et al.	706	52	
	A2	6,014,638	Jan. 11, 2000	Burge et al.	705	27	
	A3	6,049,777	April 11, 2000	Sheena et al.	705	10	
	A4	6,134,532	Oct. 17, 2000	Lazarus et al.	705	14	
✓	A5	6,236,978	May 22, 2001	Tuzhilin	705	26	
FOREIGN PATENT DOCUMENTS							
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION YES NO
RECEIVED NOV 13 2001 Technology Center 2600 OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
EXAMINER <i>John Smith</i>		DATE CONSIDERED 9/13/06					
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INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>				APPLICANT Mark Landesmann			
				FILING DATE April 19, 2001	GROUP ART UNIT 2611		
<b>PATENT DOCUMENTS</b>							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
<i>bhu</i>	A1	5,794,207	08/98	Walker et al.	705	23	
	A2	5,797,127	08/98	Walker et al.	705	5	
	A3	5,897,620	04/99	Walker et al.	705	5	
	A4	5,855,008	12/98	Goldhaber et al	705	14	
<i>✓</i>	A5	5,774,870	06/98	Storey	705	14	
<b>FOREIGN PATENT DOCUMENTS</b>							
REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	TRANSLATION	
						YES	NO
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>							
EXAMINER <i>Chandru</i>		DATE CONSIDERED <i>9/25/06</i>					
<p>* EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include any copy of this form with next communication to applicant.</p>							